

INTERACTIVE PRODUCT SELECTOR WITH INFERENTIAL LOGIC ENGINE

ABSTRACT

Methods and systems for an inferential logic engine (ILE) for an interactive product selector. In an embodiment, the interactive product selector provides a user with purchase decision questions (PDQs) regarding a product/service specified by the user. Subject matter experts familiar with the specified product/service can survey the potential user responses to PDQs, and based upon the responses, establish inferences. User selections or responses can be represented logically, and a user's selections satisfying a given logical expression can cause the ILE modify the page presentation. In an embodiment, the ILE can be integrated with a Fuzzy Logic Engine (FLE), wherein inferential information can provide additional input to an existing FLE, or can filter the outputs of an existing FLE.